

In The Abstract. Replace the Abstract with the following amended Abstract:

A method of and software for determining effectiveness of sales call efforts in a marketing environment in which representatives make contact with a customer in accordance with a prioritized list, comprising the steps of: (1) creating on a computer an electronic a prioritized list of customers for representatives of an organization to use in contacting customers, the prioritized list including an identification of a customer identity and a specified contact frequency for each such customer to be executed by the representatives; (2) adjusting the specified contact frequency for a selected subset of customers on said electronic prioritized list to create an electronic adjusted prioritized list; (3) communicating the electronic adjusted prioritized list to the representatives (e.g. by generating call lists for each representative or groups of representatives) ; and (4) measuring changes in the promotional response among the selected subset of customers and recording data relating to said changes in an electronic data storage system. The invention further include a method of improving effectiveness of such sales call efforts by a further step of using the measured change in promotional response among the selected subset of customers as an input to creation of an updated prioritized list with a modified contact frequency targeting the customers most likely to yield additional sales.